

Seeing 2020

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In the midst of the pandemic, our organization began its own internal transformation and reckoning. Under the leadership of our new President/CEO Frank Fernandez, we are simultaneously changing who we are (our culture) and what we do (our strategy). You will see us aligning our strategies with our beliefs, and making all of this explicit and transparent to staff, to community partners, and to you, our valued donors.

Ultimately, we believe these much-needed changes will be transformational and help us lead our region toward equity and a shared prosperity. We hope you will join us in the work ahead, as we imagine a region where race, class, geography and other barriers to opportunity are not predictive of outcomes, a region where greater equity for all means a greater Atlanta.

Frank Fernandez
Frank Fernandez
President & CEO

Susan Grant
Susan Grant
Board Chair

Learn more at cfgreateratlanta.org/AR2020

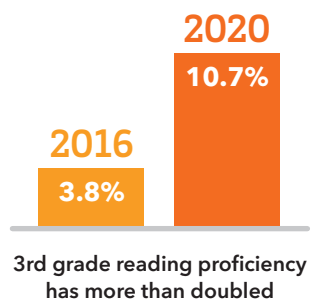


Many nonprofit organizations went above and beyond during the pandemic, offering food and emergency assistance in addition to their "normal" services. Marietta City Schools (pictured above) operated food distribution centers for students and their families and Mercy Care connected patients with an array of medical and social services through a network of clinics and outreach programs.

Collaborative Giving Makes a Difference in Thomasville Heights

Since 2016, the Community Foundation has worked to close the opportunity gap in the Thomasville Heights neighborhood in southeast Atlanta. Begun by our Spark Opportunity Giving Circle and their collective grantmaking, this place-focused approach has been a catalyst for additional investments. Our impact strategy includes grantmaking, strategic nonprofit partnerships, policy advocacy and THRIVE Thomasville, a resident-led council that directs funding to community-designed projects. THRIVE builds on neighborhood strengths and enables community-led strategies to develop and address neighborhood needs by the residents who call it home.

In 2020, the place-based giving focus in Thomasville Heights shifted to address the short-term and immediate needs of the Thomasville Heights community, such as housing, food insecurity and emergency funds.



Examples of How Your Community Foundation Worked to Strengthen Our Region in 2020

These are just two of many programs tackling the issues and seizing opportunities to build a stronger, more equitable Atlanta.

The Program	The Action	The Impact
GoATL Fund The GoATL Fund accelerates lasting outcomes in our community through impact investing, the practice of strategically investing capital to achieve both a social and a financial return. Using cost-effective loan capital, GoATL invests in outcomes ranging from healthy, safe housing to more equitable access to living-wage careers. In 2020, we invested an additional \$1.5M in the community and repurposed \$2M in existing investments so that our partners could utilize the funds for COVID-19 recovery.	INVESTMENT PORTFOLIO* \$10.75M 8 PARTNERS	<p>*As of 12/31/20. Impact reporting is dynamic and updates occur on an ongoing basis.</p>

Vote Your Voice The Community Foundation for Greater Atlanta has a legacy of commitment to democracy and civic and community engagement in the Atlanta region. That commitment has grown to include more intentional outreach across the south. In 2020, Vote Your Voice, an initiative of the Community Foundation and the Southern Poverty Law Center, launched to encourage non-partisan voter engagement in Alabama, Florida, Georgia, Louisiana and Mississippi.	DISTRIBUTED \$23M+ 55 ORGANIZATIONS	
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2020 Financial Highlights

Continuing Sound Stewardship of Resources

The Community Foundation is our region's steward of the long-term philanthropic assets that are entrusted to us for the future of greater Atlanta. At the end of 2020, our total assets were \$1.2 billion.

We distributed over \$172 million in grants and support in 2020. That represents 11,000 grants awarded to over 3,300 nonprofits locally, nationally and internationally. Of these grants, over 66% stayed within our metro Atlanta region. Grants were made to 31 issue areas,

the top three being Education, Arts/Culture/ Humanities and Human Services. Our organization distributed 14% of our total assets through grantmaking in 2020.

Our generous donors make our work possible. We received more than \$139 million in gifts in 2020 and established 31 new funds. Our most popular giving vehicle is the donor-advised fund. In 2020, 72% of our total grant dollars were given through donor-advised funds.

The COVID-19 pandemic has provided a strong challenge to companies, but it has also provided an opportunity for companies to demonstrate their robustness and ability to manage and take advantage of such a dynamic environment. With this backdrop, the Investment Pool was able to overcome negative returns posted early in

the year to earn a positive return of 8.4% for 2020. The Foundation's Investment Pool continues to post strong, positive three-, five- and 10-year returns: 6.9%, 9.1% and 7.9%, respectively. With capable oversight from our Board's experienced investment committee and Mary Cernilli, director of investments, we will continue to work on achieving the investment goals that are so critical for preserving long-term philanthropic capital for the region/community.

The financial information contained in this annual report is unaudited and summarized. Our 2020 audited financial statements and 990 will be posted in November 2021. Until then, our 2019 audited statements and 990 are available online.

The Times

COVID-crazy
Stressful
Heart-rending
Challenging
Urgent
Philanthropic

2020 ANNUAL REPORT OF THE COMMUNITY FOUNDATION FOR GREATER ATLANTA | cfgreateratlanta.org



In 2020, as the COVID-19 pandemic hit our community hard, our nonprofit partners rose to the occasion. Organizations like Marietta City Schools (pictured) pivoted quickly in response to constituent needs.



Seeing 2020: Community Foundation's Year of Transformational Change

by
SUSAN GRANT,
Board Chair
&
FRANK FERNANDEZ,
President & CEO

This last year impacted us foundationally - our society, our community, our organization, and both of us. COVID-19 disrupted all facets of our society and it exposed some of our region's deepest challenges. Our community is not equitable. So many of our neighbors, especially those who are Black, Latinx or living close to the edge of poverty, were disproportionately impacted. We are committed to not forgetting what we've learned, and we're committed to working on the root causes and on solutions.

Your Community Foundation quickly pivoted to respond to what our community needed - swiftly providing relief from the pandemic's economic, health and social fallout via a collaborative effort with the United Way - in the form of direct assistance to nonprofit and grassroots organizations who needed us the most. THANK YOU to our most generous donors who understood the urgency, and who made relief happen. In this publication, read more about our collective response, your generosity and the transformative power of partnerships and working together as we look to the future.

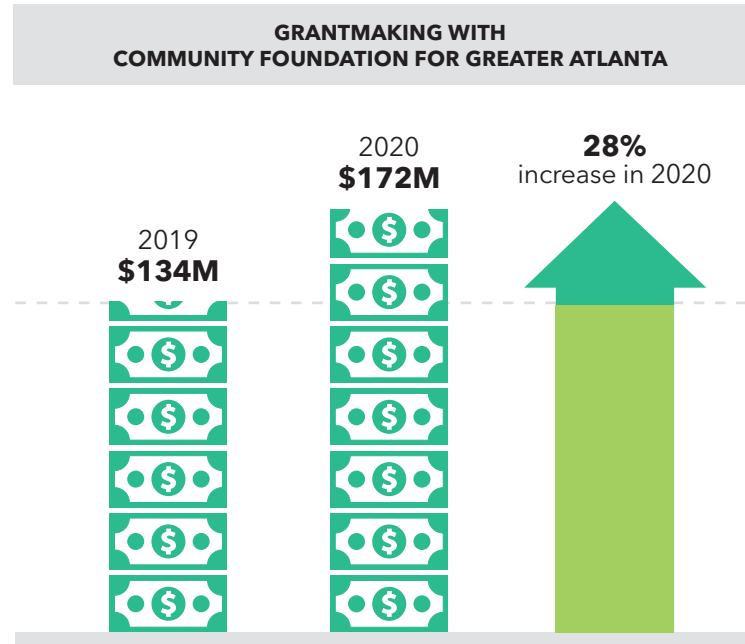
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Donor Giving Increases Substantially in 2020

Rally to Support ATL

The COVID-19 pandemic was an unprecedented challenge for our community and the generosity of our donors increased dramatically in response. In partnership with our donors, the Community Foundation distributed \$172 million in grants and support in 2020, compared to \$134 million in 2019 - an increase of over 28%. In 2020, 72% of our total grant dollars were given from donor-advised funds. The increased generosity of our donors follows a national trend - community foundations across the country gave a collective estimated \$6.7 billion for COVID-19 relief.

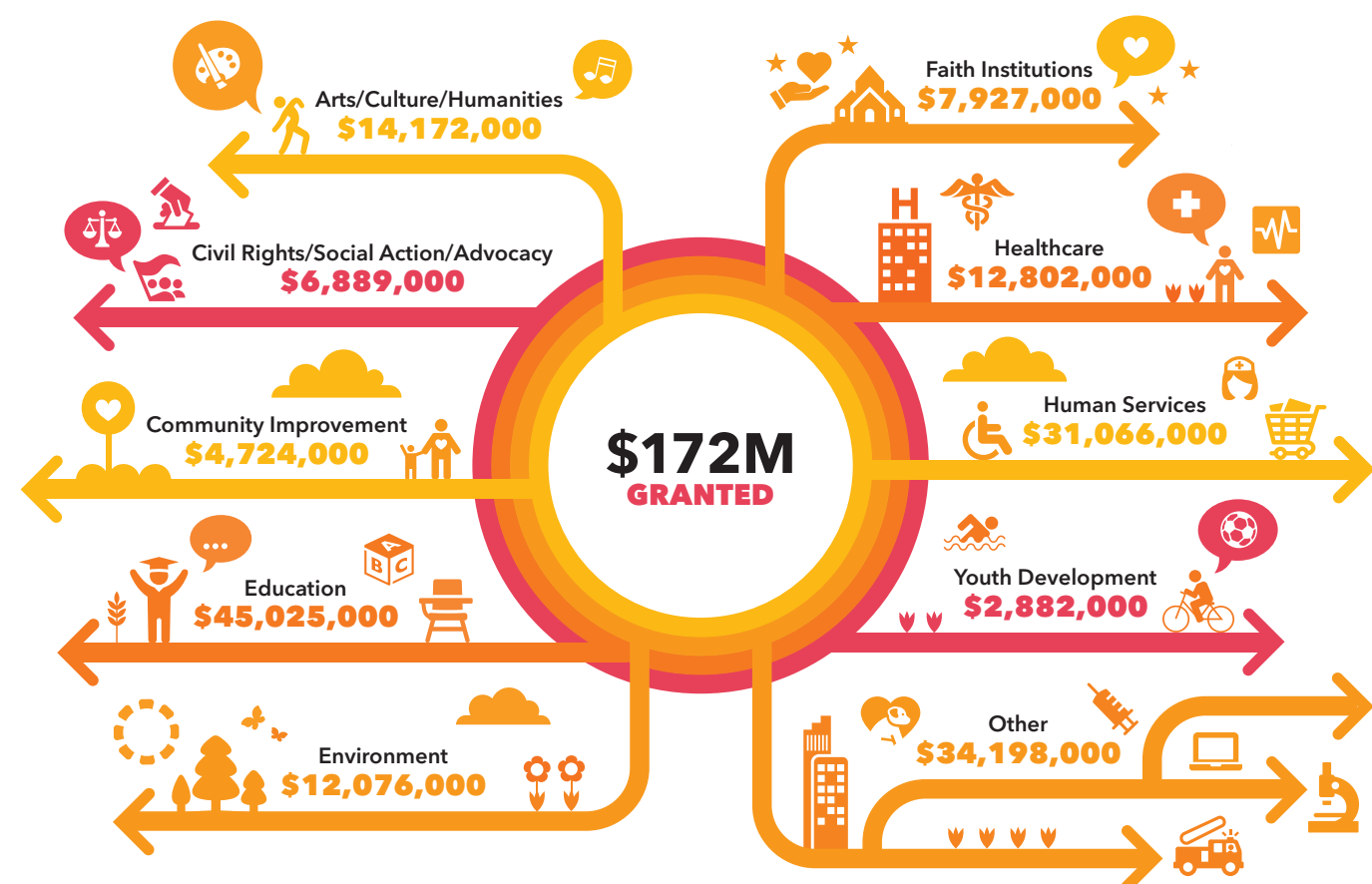
Data Shows Generous Donor Response to COVID-19



Combined Donor Giving Impacts Region Across Key Areas of Need

Collaboration Provides Region Much Needed Relief

Helen Keller said "Alone we can do so little; together we can do so much." That sentiment is true of so many things, but especially giving. Through the Community Foundation, our donors work together to make a collective impact in Atlanta and beyond. Did you know that 72% of grants from the Community Foundation are donor-directed? Our donors are passionate about a diverse array of causes and it's no surprise that the biggest program areas in 2020 were those most heavily hit by the pandemic, including education and healthcare.



Urgency Underscores Giving in Response to the COVID-19 Pandemic

Nimble Response Allows Grantmaking to Meet Critical Needs at Critical Time

The COVID-19 pandemic touched and disrupted every facet of our society. It ushered in a "perfect storm" of public health and economic crises not seen in our lifetime, and exacerbated systemic inequities that many Georgians have suffered under for generations.

In 2020, our organization, individual donors and so many others grappled with how to make a difference for those impacted. COVID-19 was like a knot, tangling around education, public health, transportation and more. It was important to tackle the most urgent issues first, like food insecurity and emergency assistance for families to pay their bills, but the core of the knot was - and is - the most tangled. Why were so many of us poised to be disproportionately impacted by the pandemic? Historical and systemic racism and policies have created ongoing and severe disparities. How can we advocate and use strategic giving to change that paradigm? We partner and invest in an equitable future.

Greater Atlanta COVID-19 Response and Recovery Fund

In March of 2020, it became apparent that COVID-19 would have a huge impact on the Atlanta region. Children were out of school, businesses were temporarily closing, performances were shuttered and workers were being laid off. Over the course of a weekend, the Community Foundation and United Way of Greater Atlanta connected, planned and pulled together, creating the Greater Atlanta COVID-19 Response and Recovery Fund. Supported by a coalition of philanthropy, government and corporate partners, the COVID-19 Fund received donations from thousands of individuals, foundations and corporations.

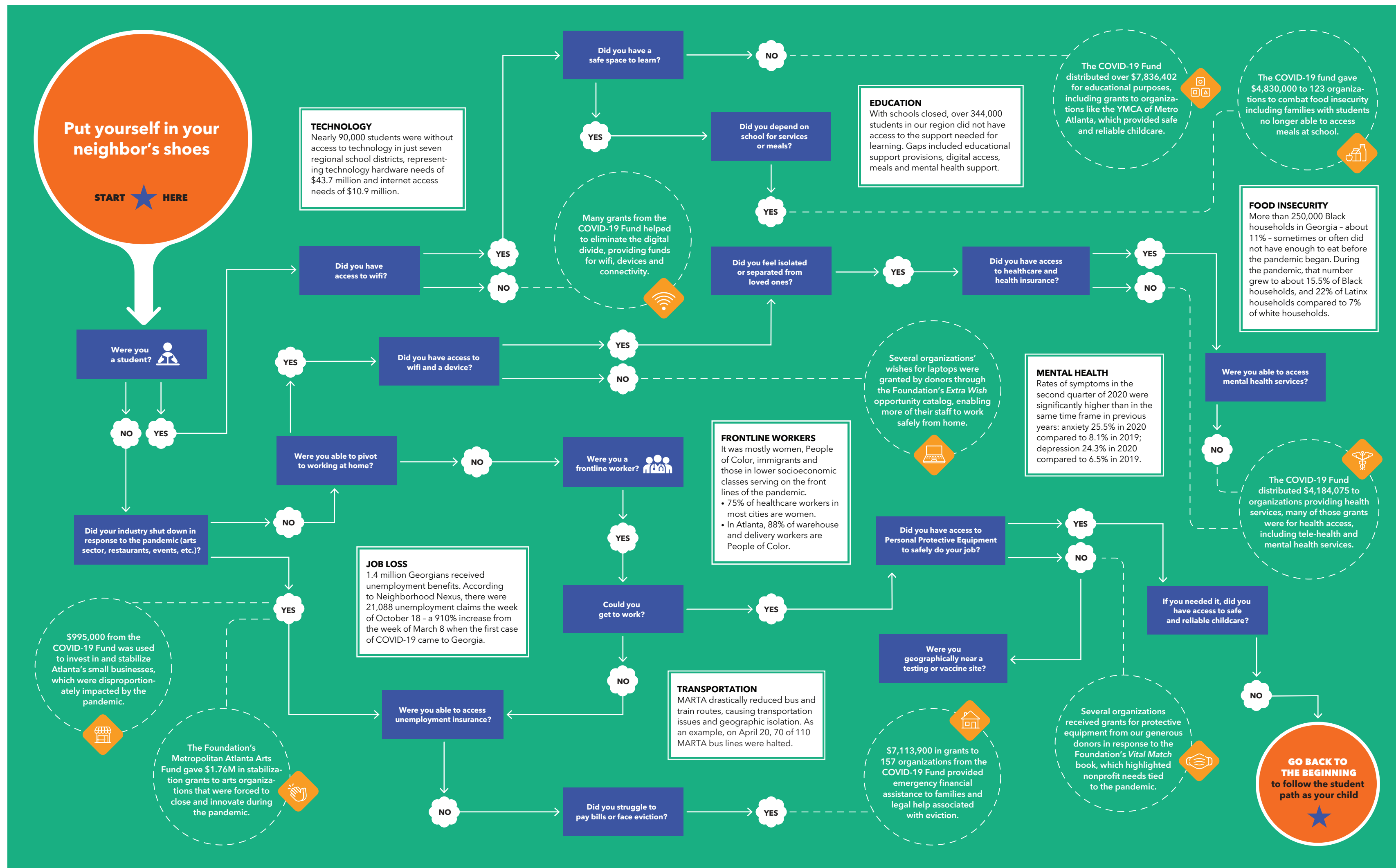
The community needs were swift and urgent. Initial grants were focused on providing crucial services at scale to more vulnerable audiences, including seniors, families with children who normally receive free or reduced meals at school, front line workers and other families in need of childcare, homeowners and renters at risk for eviction, and hourly/low-wage workers. Families with access to resources were able to create learning pods or transition to working from home, but many front line workers were unable to quarantine. This increased exposure to COVID-19 was a leading cause for the disproportionate COVID-19 case rates.

As the weeks and months progressed, evidence showed specific populations disproportionately impacted - Black, Latinx, undocumented and immigrant populations. As the situation in our community evolved, the Fund pivoted to address rapidly changing needs, such as small business support and mental health. In 2020, the COVID-19 Fund mobilized over \$25 million to 454 organizations in Atlanta.

The Fund has continued to evolve into 2021. While we are still in response mode, funding has shifted to recovery, including funding grassroots vaccine awareness efforts and advocacy. Learn more at cflargeratlanta.org/COVID.

"The strength of our COVID-19 response was in our relationships - our partnerships and the co-investment of our donors. That is how we will move the needle on equity in Atlanta going forward." - Frank Fernandez

How did COVID-19 affect your neighbors? Experience the pandemic's impact from a different perspective.



COVID-19 Response & Recovery Fund Distributions in 2020

- \$24.9M GRANTED**
- 543 GRANTS**
- 454 NONPROFITS**

Foundation Supports Mental Health and Wellness of Nonprofit Leaders

Atlanta's nonprofits stepped up in 2020, and as a result, our nonprofit partners shared that their staff members faced burnout, exhaustion and higher than normal levels of stress. Recognizing how critical it was to care for nonprofit staff during this time of crisis so that they are able to continue supporting the community, the Foundation partnered with several local organizations to provide a series of free mental health trainings. In the words of one participant, "This training helped me think about how trauma and resilience show up not just for clients, but for ourselves and our colleagues."

Donors Give Generously in 2020

Outside of the COVID-19 Fund, our donors supported the community with COVID-related grants directly from their donor-advised funds. An astounding 822 grants were made totaling \$26,969,469, including \$1,217,400 in response to *Vital Match*. The *Vital Match* book was published in May and highlighted nonprofit needs associated with the pandemic.

- \$26M** given from donor-advised funds
- 822 grants**

Arts Funding Focuses on Stability and Innovation

Arts organizations faced an especially perilous situation in 2020 due to revenue losses from shuttered performances and closures. The Metropolitan Atlanta Arts Fund supported small-to mid-sized arts organizations including those that responded with safe, innovative programming to uplift arts in the region. \$1.76 million was distributed. 66% went to organizations founded or led by Black, Indigenous or People of Color (BIPOC); 18 had never before received an Arts Fund grant. In late December, an anonymous donor gave \$150,000 to an additional 10 organizations.

